

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

STARRED QUESTION NO:40

ANSWERED ON:02.12.2004

LOSSES TO DOORDARSHAN IN ATHENS OLYMPIC

Kamat Shri Gurudas

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

e:

(a) whether Doordarshan had to bear the loss of crores of Rupees in Athens Olympics;

(b) if so, the details thereof;

(c) whether the Government had not assessed the losses before the Olympic Games;

(d) if so, the details thereof; and

(e) if not, the reasons therefor?

Answer

THE MINISTER OF INFORMATION & BROADCASTING AND CULTURE (SHRI S. JAIPAL REDDY)

(a) & (b) : Yes, Sir. Doordarshan spent a sum of Rs. 20,27,79,839/- for acquiring the rights of Athens Olympic Games – 2004 and arranging its telecast over various DD channels. The total revenue generated by sale of commercial airtime was Rs. 8,00,00,000/-.

(c) to (e): Prasar Bharati (BCI) Act, 1990 has mandated Prasar Bharati to provide adequate coverage to sports and games so as to encourage healthy competition in the spirit of sportsmanship. In view of this, it was the duty of Prasar Bharati to show the Olympic Games to the people of India even if the revenue generated were to fall short of costs incurred. It may please be noted that this was the case with every Olympics covered by DD and AIR so far and indeed the revenue generated during Athens Olympic is the highest even by DD and AIR. During the last Olympic at Sidney, revenue generation was only Rs. 1 crore.